

## AMENDMENTS TO THE CLAIMS

1 - 36 (Cancelled).

37. (New) A method for determining personality type to facilitate the delivery of personality based products, advice, or services comprising the steps of:

- a. providing a computer system including a database of a plurality of personality related tests and questions;
- b. providing remote access to the system to a third party administrator utilizing an administrator computer;
- c. collecting from the administrator computer, via the remote access, identifying information related to an individual user;
- d. the administrator, via the remote access, selecting ones of the tests and questions in the database to be presented to the individual user;
- e. providing remote access to the system to a user computer identified as being operated by the individual user based upon receipt from the user computer information corresponding to the identifying information provided by the administrator computer;
- f. providing to the user computer via the remote access the tests and questions selected by the administrator and collecting data from the individual user via the remote access including results of the tests and responses to questions and storing the data in the database;
- g. comparing the test results and the question responses of the individual user with a predetermined set of references to develop a set of characteristic data of the individual user and determining a personality type of the individual user from the characteristic data;
- h. the administrator viewing the test results and question responses of the individual user; and
- i. the administrator matching the personality type of the individual user with a corresponding product, advice, or service, on the basis of the test results and question responses.

38. (New) The method for determining personality type according to Claim 37 wherein said step f. includes administering at least one of a personality test, a scenario-based test and a role play-based test to the individual user to obtain the test results.

39. (New) The method for determining personality type according to Claim 37 wherein said step f. includes collecting at least one of demographic data, psychographic data, quality of life data, life style data, behavior data, and declared preferences data from the individual user to obtain the question responses.

40. (New) The method for determining personality type according to Claim 39 wherein said behavior data includes at least one of provided behavior data and observed behavior data.

41. (New) The method for determining personality type according to Claim 37 including selecting from a plurality of questions and tests specific ones of the questions and tests to be presented to the identified user during said step c. based upon data previously collected from the identified user.

42. (New) The method for determining personality type according to Claim 37 including after performing said step e. selecting a presentation medium for each of the questions and tests to be presented to the individual user.

43. (New) The method for determining personality type according to Claim 37 including performing said step g. by selecting one of a plurality of classification systems based upon a type of matching to be performed in said step i., each said classification system having an associated predetermined set of references.

44. (New) The method for determining personality type according to Claim 37 including performing said step g. by selecting one of a plurality of scoring methods for scoring the results of the tests.

45. (New) The method for determining personality type according to Claim 37 including performing said step i. by matching the individual user with the product, advice or service preferred by other users having a similar personality type.

46. (New) The method for determining personality type according to Claim 37 including performing said step e. by obtaining context data from the individual user and matching the individual user with the product, advice or service associated with the individual user personality type and context data.

47. (New) The method for determining personality type according to Claim 37 including after performing said step g. advising the individual user of the determined personality type, obtaining feedback data from the individual user and performing again said step d. including the feedback data in the comparison with the test results and the question responses.

48. (New) The method for determining personality type according to Claim 37 including after performing said step g. advising the individual user of a characteristic represented by the characteristic data, obtaining feedback data from the individual user and performing again said step g. including the feedback data in the comparison with the test results and the question responses.

49. (New) The method for determining personality type according to Claim 37 including performing said step e. by assigning to the individual user a password selected by the administrator.

50. (New) The method for determining personality type according to Claim 37 including performing said step f. by presenting a series of questions to the individual user, at least one of the questions being selected based upon a response of the individual user to a previous question in the series of questions.

51. (New) The method for determining personality type according to Claim 37 including after performing said step g. advising the individual user of the determined personality type, obtaining feedback data from the individual user and performing again said step g. including the feedback data in the comparison with the test results and the question responses, said step g. being performed by selecting one of a plurality of classification systems based upon a type of matching to be performed in said step i., each said classification system having an associated predetermined set of references.

52. (New) The method for determining personality type according to Claim 37 including after performing said step g. advising the individual user of the determined personality type, obtaining feedback data from the individual user, utilizing the feedback data to change at least one of a scoring method for scoring the results of the tests and the personality type, and performing again said step g.

53. (New) The method for determining personality type according to Claim 37 including after performing said step g. advising the individual user of the determined personality type, obtaining feedback data from the individual user and performing again said step g. including the feedback data in the comparison with the test results and the question responses, and performing said step i. by matching the individual user with the product, advice or service preferred by other users having a similar personality type.

54. (New) The method for determining personality type according to Claim 37 including performing said step f. by selecting an order of presentation of questions to the individual user.

55. (New) The method for determining personality type according to Claim 37 including performing said steps c. through i. for a plurality of the individual users associated as a group.

56. (New) The method for determining personality type according to Claim 37 wherein said step g. includes scoring the results of the tests.